

Message Text

UNCLASSIFIED

PAGE 01 THE HA 04128 260933Z

ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W

-----060243 270528Z /11

R 260710Z JUL 78

FM AMEMBASSY THE HAGUE

TO AMEMBASSY BERN

INFO SECSTATE WASHDC 3047

USDOC WASHDC

AMEMBASSY ATHENS

AMEMBASSY BELGRADE

AMEMBASSY BONN

AMEMBASSY COPENHAGEN

AMEMBASSY HELSINKI

AMEMBASSY LISBON

AMEMBASSY LONDON

AMEMBASSY LUXEMBOURG

AMEMBASSY MADRID

AMEMBASSY OSLO

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY STOCKHOLM

AMEMBASSY VIENNA

AMCONSUL HAMBURG

AMCONSUL MILAN

AMEMBASSY BRUSSELS

UNCLAS THE HAGUE 4128

E.O. 11652: N/A

TAGS: BEXP, NL

SUBJECT: COORDINATED AMERICAN EXPORTER ACTIVITY

REFS: (A) BERN 2490 (B) BERN 2491 (C) BERN 2992 (D) BERN 3387

(E) STATE 143393

1. WE HAVE STUDIED BERN'S PROPOSAL TO INCLUDE US IN THEIR

UNCLASSIFIED

UNCLASSIFIED

PAGE 02 THE HA 04128 260933Z

EXPORTER-IMPORTER DAY PROGRAM AND, AFTER WEIGHING THE PROS
AND CONS CAREFULLY, WE CONCLUDED THE PROGRAM MERITS OUT
SUPPORT AND PARTICIPATION IF THE THEMES FALL WITHIN
THE GENERAL FRAMEWORK OF MARKETING STRATEGIES FOR THE
NETHERLANDS AND ADEQUATE TIME IS PROVIDED FOR PROPER
PLANNING AND ALLOCATION OF RESOURCES. WHILE WE SEE
CERTAIN PROBLEMS ASSOCIATED WITH THIS TYPE OF APPROACH

TO MARKETING, WE FEEL THAT THEY ARE OUTWEIGHED BY THE APPARENT SUCCESS YOU HAVE BEEN HAVING WITH THIS ACTIVITY.

2. IN REGARD TO THE NEXT SCHEDULED EVENT FOR CONSUMER GOODS ON OR ABOUT DECEMBER 5, WE WILL NOT BE ABLE TO PARTICIPATE BECAUSE OF PRIOR COMMITMENTS. OUR FY 1979 COUNTRY COMMERCIAL PROGRAM HAS BEEN NEGOTIATED AND APPROVED, AND WOR HAS COMMENCED ON A NUMBER OF TRADE PROMOTION ACTIVITIES AND EVENTS FOR THAT TIME FRAME. HOWEVER, WE WOULD LIKE TO KEEP OUR OPTIONS OPEN FOR PARTICIPATION IN FUTURE EVENTS.

3. IF BERN HAS PLANS FOR ADDITIONAL EXPORTER-IMPORTER DAYS IN FY-1979, WE WOULD LIKE TO HAVE ADVANCE INFORMATION TO HELP US DETERMINE WHETHER AND EXTENT TO WHICH WE MIGHT BE ABLE TO PARTICIPATE.

4. WE WOULD ALSO LIKE TO DISCUSS BERN'S PROPOSAL MORE THOROUGHLY TO SETTLE A NUMBER OF QUESTIONS WHICH WE HAVE ABOUT THE PROGRAM AND SUGGEST THAT WE GET TOGETHER FOR THIS PURPOSE DURING THE NEXT ECONOMIC/COMMERCIAL OFFICERS CONFERENCE IN OCTOBER.

BROWN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptoning: X
Capture Date: 01 jan 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 26 jul 1978
Decapton Date: 01 jan 1960
Decapton Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 jan 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1978THEHA04128
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D780307-0777
Format: TEL
From: THE HAGUE
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1978/newtext/t19780717/aaaaanze.tel
Line Count: 85
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 8be7576c-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 78 BERN 2490, 78 BERN 2491, 78 BERN 2992, 78 BERN 3387, 78 STATE 143393
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 29 mar 2005
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: N/A
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1874972
Secure: OPEN
Status: NATIVE
Subject: COORDINATED AMERICAN EXPORTER ACTIVITY
TAGS: BEXP, NL
To: BERN
Type: TE
vdkgvgwkey: odbc://SAS/SAS.dbo.SAS_Docs/8be7576c-c288-dd11-92da-001cc4696bcc
Review Markings:
Sheryl P. Walter
Declassified/Released
US Department of State
EO Systematic Review
20 Mar 2014
Markings: Sheryl P. Walter Declassified/Released US Department of State EO Systematic Review 20 Mar 2014